

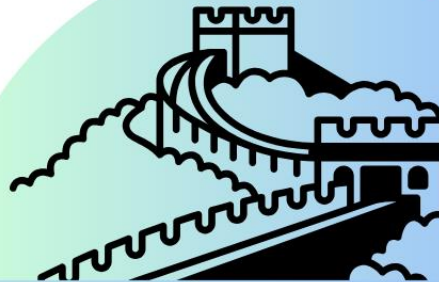
HERITAGE CONSULTATION CAFE

What should we prioritise to improve access and engagement with Heritage in PSG? Feed into our next 5 year Area Plan?

Presentations and conversation café discussion led by: Colin Gilmour, Senior Officer – Regeneration; Kate Maynard, Team Meeting – Museums; Elaine Carmichael, Team Manager – Economic Development.

Preston Seton Gosford
Area Partnership

**14TH
NOVEMBER 7PM
AT
PRESTONPANS
TOWN HALL**



To register your interest please contact:
connect-psg@eastlothian.gov.uk

Heritage Consultation Café

Area Partnerships

Preston Seton Gosford
Area Partnership

01

Area Partnerships were established as the local voice of community planning in East Lothian.

02

They strengthen links between communities, area-based services and East Lothian Partnership.

03

They provide a way for local communities to contribute to the outcomes in the East Lothian Plan and influence service planning and delivery in their area.

Area Partnership Membership

Community Councils, Elected Members,
Parent Councils, Gala's, Community Centre
Management Committees, Third Sector Partners,
Tenants & Residents Associations, Sports Hub,
Churches and In Bloom Groups

Area Plan

- Each Area Partnership develops an Area Plan every 5 years based on feedback from community members, residents, partner organisations and ELC departments.
- These plans are based on local priorities relating to trends and statistics about the area.
- The Area Partnership then monitors how that Area Plan is delivered, work in partnership with East Lothian Council and allocating resources and Area Partnership budgets to deliver the Area Plan.
- It involves, engages and consults with the community and service providers to keep the Area Plan relevant.

- 7.00-7.10pm Introduction – Jordan Chair
- 7.10-7.30pm Presentations;
Colin Gilmour – Regeneration and Tourism
Kate Maynard – Prestongrange Heritage Park
- 7.30-7.40pm Q and A
- 7.40-8.30pm Facilitated table discussions
- 8.30-9.00pm Feedback facilitated by Jordan

East Lothian Council Economic Development Service

Destination Marketing

- promotion – ads, leaflets, articles
- website [Visit East Lothian](#)
- social media channels [Facebook](#) [X/Twitter](#) [Instagram](#) [YouTube](#) [Pinterest](#)
- exhibitions and trade shows

Destination Management

- B2B opportunities
- training & development
- travel trade engagement
- research and insights
- on arrival tourism information - Musselburgh, North Berwick, Haddington & Dunbar
- infrastructure projects – e.g. Longniddry facilities
- VEL App
- engagement on delivery & management of events e.g. Genesis Scottish Open

Strategy – local, regional & national

Engagement with VisitScotland, the Scottish Tourism Alliance & VisitBritain

Visit East Lothian DMMO

Any tourism business can become a 'member'

- no cost
- benefit from activities
- access member's area on website – comms, updates, upcoming business events, stats and opportunities

25 PSG featured on VEL website

PSG features in e.g.

- John Muir Way
- Cycling
- Beaches
- Wedding Venues
- Towns & Villages
- Driving Routes
- Golf

3 main sector organisations (constituted organisations with paying members)

- East Lothian Tourism Attractions Group
- Scotland's Golf Coast
- Scotland's Food & Drink County

Visit East Lothian Promotion

Example Website Listing

Example Campaigns



Paintbox School of Art / Cockenzie House
Spring Awakenings Video

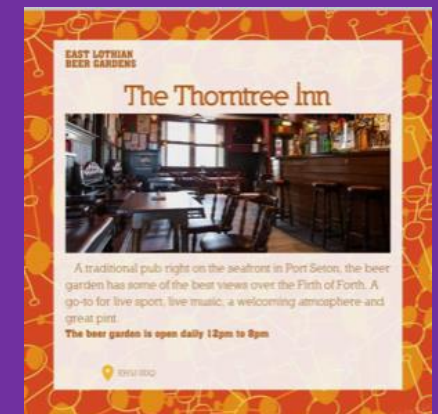
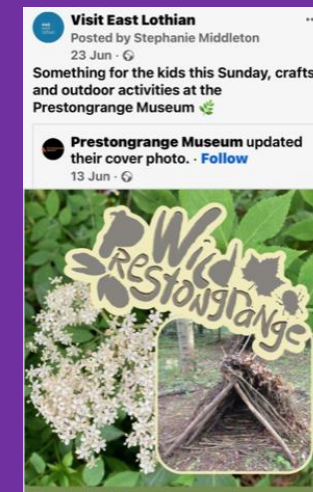
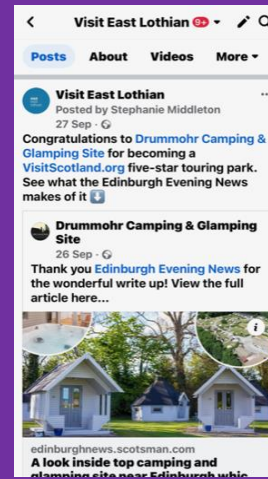


Alandas at Longniddry Bents and Longniddry Beach
Girls Around Scotland Top 5 Things to do



Attractions - Prestongrange

Example Social Media



Visit East Lothian in Numbers

Visitor Research (2021)

- main reason leisure trip or holiday 78%
- 80% repeat visit
- party make up - two-adult groups 45% then families 32%
- 64% from Scotland and 32% England
- 40% of the Scottish visitors from Edinburgh
- most visited places - North Berwick 64%, Dunbar 40%, Gullane 38%
- 19% visited Longniddry
- 17% John Muir Way
- visiting the beach most popular activity 77%

5 visitor segments with distinctive characteristics

- Rural Relaxers: seeking relaxation whilst enjoying nature and wildlife (26%)
- Sightseers: keen to explore and experience the area, often in family groups (18%)
- Active Explorers: keen to immerse themselves in all East Lothian has to offer (16%)
- Visiting Friends & Relatives: motivated to visit by friends and family (12%)
- Event Goers: motivated to visit by events in the area (8%)

STEAM 2022

- 1.22 m tourism visits
-11.2% on 2019
- £299m economic impact
+7.4% on 2019
- Staying visitors £251m
- Day visitors £48m
- Tourism supports 4,124 FTE jobs

2019 pre Covid figures

STEAM = Scottish Tourism Economic Activity Monitor

Visit East Lothian Approach

Review analytics and insights monthly - trends, uses of tech & social platforms

Link to national approaches and objectives - NSET, Scotland Outlook 2030 and VisitScotland

Key themes

- authentic experiences
attractions, golf, activities, local produce, accommodation, eating out, history & heritage, arts & culture, scenery, towns & villages, hidden gems, unique experiences
- supporting local - a sense of place and pride
- wellness/slow tourism
- responsible tourism
- adventure
- must do/see

Activities direct to website

- showcase the whole offer
- influence people to explore more, visit less well known/popular areas
- responsible messaging
- highlight businesses

Visit East Lothian What Next?

Local Economy Strategy (2024)

- Visitor Economy Delivery Plan
- Consultations have taken place
- Business Base Survey can still be completed [Business Survey](#)

What's Being Considered?

- New partnership group
- Responsible and regenerative tourism
- Key sectors – food & drink, golf, outdoor adventure, attractions, cycling, walking, culture & heritage
- Visitor Management Strategy implementation – coast and rural infrastructure and VEL App
- Agritourism

Legislation Implications

- Short Term Let Licencing
- Visitor Levy
- Council Tax on Second Homes
- Non-Domestic Rates
- Deposit Return Scheme
- Overseas Workers